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Personal Impact of Media Publicity During Covid-19 Pandemic and Awareness Among Generation Z in Jakarta, Indonesia

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The outbreak of coronavirus disease (COVID-19) has caused anxiety and fear worldwide. In Indonesia, the Government has implemented large-scale social restrictions during pandemic and it causes trauma to the society. In addition, the information about the coronavirus disease were rapidly published and shared on various media and social networking sites which confuses the public society. Information plays a very important role in society in responding to a pandemic situation appropriately. The aim of this study is to determine the public awareness in dealing with the personal impact of media publicity during COVID-19 pandemic and relating the behaviour and attitude of Generation Z in Jakarta towards large-scale social restrictions. To carry out this study, an online questionnaire were conducted in Jakarta and a total of 278 respondents were sampled, consisting of women (n = 183) and men (n = 95). Data collection was carried out in May 2020. The results showed that exposure to COVID-19 information from various sources caused them often to changing their behavior, experienced more fear, more confused and anxious to get COVID-19 transmission. The sources of information used are varied, such as: social media, online news websites and health websites. The exposure to this information often changes Gen Z's willingness with government orders and policies about the spread of COVID-19: strongly agree about the PSBB policy and they rarely did activities outside during the PSBB policy. This compliance is seen in their implementation of health protocols: wearing face masks, social distancing, wash hands and use hand sanitizers.

Keywords: *Personal impact, COVID-19, Generation Z, Large-scale Social Restrictions (PSBB), Media Publicity*

Introduction

The COVID-19 pandemic hit the entire world since early March 2020 and it has resulted in the destruction of all sectors of human life. The most crucial sector that Government should focus on are the economic and health sector. The impact of the pandemic devastates national, regional and international economies. The social restriction policies were implemented in every country which has a high rate of Corona virus infection and it causes the biggest problem of economic shutdown.

In Indonesia these restrictions are known as Large-Scale Social Restrictions (PSBB). The PSBB, which was carried out as an effort to break the chain of Covid-19 transmission, was first implemented in April 2020. This policy was taken by the government with reference to Government Regulation Number 21 of 2020. Meanwhile, PSBB technical regulations follow the Regulation of the Minister of Health of the Republic of Indonesia Number 9 of 2020. However, the PSBB is different from the lockdown implemented in several countries. PSBB policy does not close all social activities. The social activities which is closed included: religion, education, office, social and cultural activities. These are the restrictions on activities in public facilities. In this case, the government let the region to regulate their own access restrictions. This means that not all regions implement social

distancing activities. Regions need to propose to the central government through the minister of health and it needs to adjust to the criteria for the application of PSBB.

Public awareness is the most important role in preventing the spread of COVID-19 outbreak in Jakarta during the PSBB. The pandemic of COVID-19 disease requires health protocols such as social distancing, wearing face masks, and washing hands. Social distancing measures, such as stay-at-home and limiting outdoor activities, are currently implemented to control the COVID-19 disease. Better awareness along with positive attitude and practice towards the society have shown to obtain and process information about the COVID-19 outbreak. This means that the quantity, quality and variety of COVID-19 information received by the public affects their behavior in responding to this disease. Thus, information plays a key role in building awareness to shape good health behavior.

However, this diversity of information actually creates a dilemma because the society access easily various kinds of information from various source that are difficult to determine the truth. Wrong information will potentially lead to other perception. Therefore, information literacy plays a key role in building cognition and public awareness in recognizing and identifying valid information from various sources. Rubin et al. (2020) conducted a survey to examine on public responses in the UK on the impacts of advertising and media coverage at the time of the Swine flu (A H1N1v) outbreak, he concluded that being exposed to media and publicity related to the disease increased the purchase of tissues, sanitising gels and avoiding of public transport vehicles. Meanwhile, Al-Rabiaah et al. (2020) investigated the impacts of the Middle East respiratory syndrome coronavirus (MERS-CoV) epidemic by examining 200 medical students from the College of Medicine at King Saud University and found that all of these students experienced stress; however, female students more anxiety regarding the disease.

Methods

This study used a quantitative approach. The data were gained in May 2020. The respondents are generation Z, which is determined by accidental sampling technique. The number of samples was 278 that calculated using the Slovin formula with N (Jakarta citizen number aged 15 to 24 years in 2019) = 1.475.283 (Central Bureau of Statistics Jakarta Province, 2019), *confidence level* = 90%, *margin of error* = 5%. The data collection was conducted online using questionnaires distributed using google form. The data analysis used the univariate technique.

Results

Demographic Characteristics

Demographic characteristics of the respondents are reviewed based on three criteria i.e. gender, education and jobs. Majority respondents were female (65.8%), graduated from senior high school (79,1) dan currently as students in high schools or universities (86,7%). Table 1 shows the respondents' demographic characteristics.

Table 1
Respondent Demographic Characteristics (N = 278)

Demographic Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	95	34.2
Female	183	65.8

Education

Graduated from junior high school	23	8.3
Graduated from senior high school	220	79.1
Graduated from diploma degree	14	5.0
Graduated from bachelor degree	21	7.6

Job

Students of high school/universities	241	86.7
Army/police	1	0.3
Self-employed	20	7.2
Entrepreneur	3	1.1
Others	8	4.7

Knowledge of COVID-19

Majority of respondents declared that conducting information about COVID-19, as presented in Table 2.

Table 2
Knowledge of COVID-19 (N = 278)

Information Seeking	Frequency (n)	Percentage (%)
Search of COVID-19 Information		
Yes	253	91.0
No	25	9.0

Resources of COVID-19 Information

There were two dominant resources for respondents in obtaining information about the disease. 198 (78.3%) participants chose social media and 140 participant obtained the information from online news websites (55.3%) as shown in Table 3.

Table 3
Sources of COVID-19 Information (N = 253)

Resources	Yes		No	
	Frequency (n)	Percentage (%)	Frequency (n)	Percentage (%)
Social Media	198	78.3	55	21.7
Online News Website	140	55.3	113	44.7
Health Website	106	41.9	147	58.1
Indonesian Government Website	95	37.5	158	62.5
Television	90	35.6	163	64.4
Others	32	12.6	221	87.4

Official Information of Indonesian Government as COVID-19 Information Source

Frequency in Accessing Official Website of Indonesian Government about COVID-19

From those providing response, almost half of them expressed that sometimes accessing COVID-19 information from official website of Indonesian Government (48.4%) as illustrated in Table 4.

Table 4
Frequency in Accessing Official Website of Indonesian Government about COVID-19 (N = 95)

Frequency in Accessing Government Website	Frequency (n)	Percentage (%)
Once	4	4.2
Rarely	19	29.7
Sometimes	31	48.4
Often	5	7.8
Always	5	7.8
Not answer	31	

Fulfillment of COVID-19 Information Needs from the Official Website of the Indonesian Government

Some respondents who provided their answer indicated that the information provided by the government sometimes and often meets their need regarding COVID-19 information (36.4%) and the detailed data show in Table 5.

Tabel 5
Fulfillment of COVID-19 Information Need by Official Indonesian Government Website (N = 95)

Fulfillment Information Need	Frequency (n)	Valid Percentage (%)
Never	1	1.5
Rarely	3	4.5
Sometimes	24	36.4
Often	24	36.4
Always	14	21.2
Not answer	29	

Following Updated COVID-19 Information from Indonesian Government through Television

From respondents who provided their answer, 46.7% among them expressed that they often kept on the newest information about COVID-19 from Indonesian government via television as shown in detailed data in Table 6.

Table 6
Following Updated COVID-19 Information from Indonesian Government via Television (N = 90)

Following COVID-19 Information from Indonesian Government via Television	Frequency (n)	Valid Percentage (%)
Never	1	1.1
Rarely	4	4.4
Sometimes	33	36.7
Often	42	46.7

Always	10	11.1
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Fulfillment of COVID-19 Information Need from Indonesian Government through Various Media

From respondents who provided their answers, almost half of them conveyed that sometimes official information about COVID-19 from other media meet their need of the information (49.4%) as presented in Table 7.

Table 7

Fulfillment of COVID-19 Information Need from Indonesian Government through Various Media (N = 253)

Information Need Fulfillment	Frequency (n)	Valid Percentage (%)
Never	8	3.2
Rarely	6	2.4
Sometimes	123	49.4
Often	90	36.1
Always	22	8.9
Not answer	4	

Health website as Information Sources about COVID-19

The most widely used health website in getting information about COVID-19 was Alodokter (59.4%). The detailed data are presented in Table 8.

Table 8

Health website as Information Sources about COVID-19 (N=106)

Health Website Used	Yes		No	
	Frequency (n)	Percentage (%)	Frequency (n)	Percentage (%)
Alodokter	63	59.4	43	40.6
DokterSehat	18	17.0	88	83.0
HelloSehat	18	17.0	88	83.0
KlikDokter	11	10.4	95	89.6

Benefits of COVID-19 Information on Health Website

Almost half of respondents who provided their answers reveals that they often obtained benefits from COVID-19 information on health website (49.1%). The detailed data were described in Table 9.

Table 9

Benefits of Available COVID-19 Information on Health Website (N = 106)

Benefits of Available COVID-19 Information on Health Website	Frequency (n)	Valid Percentage (%)
Never	8	7.5
Rarely	4	3.8
Sometimes	26	24.5
Often	52	49.1
Always	16	15.1

Personal Impacts of COVID-19 Information

Most half of respondents expressed often changing their behavior (43.6%) and sometimes experienced more fear (50.0%), more confused (48.4%) and anxious to get COVID-19 transmission (40.4%) as respresented indetailed in Table 10.

Table 10

Personal Impacts of COVID-19 Information (N = 253)

Personal Impacts of COVID-19 Information	Frequency (n)	Valid Percentage (%)
Changing behavior		
Never	4	1.6
Rarely	2	0.8
Sometimes	61	24.6
Often	108	43.6
Always	73	29.4
Not answer	5	
More fear		
Never	20	8.0
Rarely	38	15.2
Sometimes	125	50.0
Often	36	14.4
Always	31	12.4
Not answer	3	
More confused		
Never	15	6.0
Rarely	36	14.4
Sometimes	121	48.4
Often	52	20.8
Always	26	10.4
Not answer	3	
Fear of being infected of COVID-19		
Never	24	9.6
Rarely	38	15.2
Sometimes	101	40.4
Often	49	19.6
Always	38	15.2
Not answer	3	

Health Performance Related to COVID-19

Most of the respondents stated that they always use face masks in their activities (83.7%). Most half of the respondents always kept their distance in their activities (66.5%), obey the government's advice (53.2%), and always washing their hands (50.4%). A small

proportion of respondents stated that they often use hand sanitizers (32.3%), which can be seen in Table 11.

Table 11
Health Performance Related to COVID-19 (N = 253)

Health Performance Related to COVID-19	Frequency (n)	Valid Percentage (%)
Use face masks in activities		
Never	1	0.4
Rarely	2	0.8
Sometimes	8	3.3
Often	29	11.8
Always	205	83.7
Not answer	8	
Physical distance in activities		
Never	4	1.6
Rarely	1	0.4
Sometimes	21	8.5
Often	57	23.0
Always	165	66.5
Not answer	5	
Comply with the government's order		
Never	1	0.4
Rarely	2	0.8
Sometimes	26	10.4
Often	88	35.2
Always	133	53.2
Not answer	3	
Washing hand		
Never	0	0
Rarely	0	0
Sometimes	8	3.2
Often	115	46.4
Always	125	50.4
Not answer	5	
Use hand sanitizer		
Never	5	2.0
Rarely	22	8.9
Sometimes	71	28.6
Often	80	32.3
Always	70	28.2

Not answer	5
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Attitude and Compliance with the PSBB Policy (Lockdown) Related to COVID-19

Most half of the respondents strongly agree about the PSBB policy (48.4%) and they rarely did activities outside during the PSBB policy (30.8%), which described in Table 12.

Table 12

Attitude and Compliance with the PSBB Policy (Lockdown) Related to COVID-19 (N = 253)

Attitude and Compliance with the PSBB Policy (Lockdown) Related to COVID-19	Frequency (n)	Valid Percentage (%)
Attitude about the PSBB policy		
Strongly disagree	7	2.8
Disagree	10	0.4
Doubtful	27	10.9
Agree	84	33.9
Strongly agree	120	48.4
Not answer	5	
Activities outside during the PSBB policy		
Never	23	9.3
Rarely	76	30.8
Sometimes	46	18.6
Often	75	30.4
Always	27	10.9
Not answer	6	

Reason to do Outside Activities during the PSBB Policy (Lockdown) Related to COVID-19

Most half of the respondents shopping for daily needs as majority reason to do activities during the PSBB policy (64%) as presented in Table 13.

Table 13

Reason of Outside Activities during the PSBB Policy (N = 253)

Reason	Yes		No	
	Frequency (n)	Percentage (%)	Frequency (n)	Percentage (%)
Shopping for daily needs	162	64.0	91	36.0
Reduces boredom	48	19.0	205	81.0
Working	30	11.9	223	88.1
Do exercise	23	9.1	230	90.9
Trade	22	8.7	231	91.3
Worship	18	7.1	235	92.9
Strolling Around	17	6.7	236	93.3

Activities to Spend Time during the PSBB Period

There were three main activities to spend time during the PSBB Period. Most of the respondents access the internet (87.4%). Most half of the respondents took a rest/sleep (76.3%) and listen to music (69.6%). which described in Table 14.

Table 14
Activities to Spend Time during the PSBB Period (N = 253)

Activities	Yes		No	
	Frequency	Percentage	Frequency	Percentage
	(n)	(%)	(n)	(%)
Access the internet	221	87.4	32	12.6
Rest/Sleep	193	76.3	60	23.7
Listen to music	176	69.6	77	30.4
Play games	139	54.9	114	45.1
Online shopping	126	49.8	127	50.2
Watching TV	115	45.5	138	54.5
Reading	97	38.3	156	61.7
Exercising	71	28.1	182	71.9
Listen to religious lectures	44	17.4	209	82.6
Listen to radio	16	6.3	237	93.7

Reason to Spend Time during the PSBB Period

There are four reasons to spend time during the PSBB period. Most of the respondents because of time spent (80.2%). Most half of the respondents reduced boredom (71.9%), reduced stress (66.0%) and self-amuse (62.1%). as respresented detail in Table 15.

Table 15
Reason to Spend Time during the PSBB Period (N = 253)

Reason	Yes		No	
	Frequency (n)	Percentage (%)	Frequency (n)	Percentage (%)
Time spent	203	80.2	50	19.8
Reduce boredom	182	71.9	71	28.1
Reduce stress	167	66.0	86	34.0
Self-amuse	157	62.1	96	37.9
Keeping abreast of information	109	43.1	144	56.9
Get closer to God	107	42.3	146	57.7
Increase stamina	79	31.2	174	68.8

Conclusion

The exposure of COVID-19 information caused the change of GEN-Z's compliance with government orders and policies in dealing with the spread of COVID-19. This compliance is seen in their implementation of health protocols: wearing face masks, social distancing, and washing hands. In addition, they limit their outside activities during the PSBB except for buying daily needs. GEN-Z prefer social media as the most dominant information sources for getting health information during COVID-19 pandemic. While at home, the most common activities is to access the internet, take a rest and listen to music. There are four reasons to spend time during the PSBB period: time spent, reduced boredom, reduced stress and self-amuse.

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